MARLBORO COUNTRY STORE ANALYSIS PLAN (5/4/94)

TOPIC	RESPONSIBILITY	TO MI&A	FIRST REPORTING	FREQUENCY
MCS Awareness/Collection				
MAT vs MCS	Consumer Res.	K. Ando	May 17	2x/month
MAT vs MCS: By Key Sub-Group	Consumer Res.	K. Ando	May 17	2x/month
MCS 1-800				
Call Content MCS Weekly vs Cume	Customer Satis.	J. Restivo	May 17	2x/month
Call Content MCS Cume vs MAT Cume	Customer Satis.	R. Simons	May 17	2x/month
MCS Retail Introduction				
B4G1F Shipped vs Plan	MI&A	B. Weinstein	May 17	1 x Cume
Retail Penetration/POS/Ret Rewards	Sales	D. Potter	May 17	3 x Cume
Retail Penetration - Masters Accts	Sales	D. Potter	May 17	3 x Cume
Cume Penetration vs Goal	Sales	D. Potter	May 17	3 x Cume
Perf. & Competitive Response				
Smoker & Volumetric Shrs. (TOT & YAS)	Consumer Res.	J. Isaacs	May 17	Weekly
Nielsen Total vs C-Store Share	MI&A	B. Neidle	May 17	Weekly
Source of Vol./Net to Brand/Net to PM	MI&A	B. Neidle	June	Monthly
Competitive Response & Perf. Impact	MI&A	B. Neidle	June	Monthly
Consumer Goals vs Actuals (Month 3)	Consumer Res.	K. Ando	July	Monthly

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Source: https://www.industrydocuments.ucsf.edu/docs/yzjm0004

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MCS Qualitative & Image				
Millward Brown Image Impact	Consumer Res.	K. Ando	June 6	Monthly
Tel Study - Cataloge Mailing	Consumer Res.	K. Ando	July 11	1x Cume
MCS Participation				
MCS Summary - # Participants	MI&A	R. Whalen	June 6	Monthly
MCS vs MAT vs Forecast	MI&A	R. Whalen	June 6	Monthly
Reponder (Tot vs Incremental)	MI&A	R. Whalen	June 6	Monthly
Mail Receipts	MI&A	R. Whalen	June 6	Monthly
Item Ordered	MI&A	R. Whalen	June 6	Monthly
Items Ordered by Mileage	MI&A	R. Whalen	June 6	Monthly
Purchasing Commitments vs Budget vs. Receipts	MI&A	R. Whalen	June 6	Monthly
MCS Customer Service				
Consumer Service Time vs Goal	Purchasing	E. Moore	June 6	Monthly
Customer Satisfaction vs Goal	Customer Sat.	M. Antonoff	July	Monthly

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